



IBM

00M-609

*IBM Insurance Industry Solutions Sales(R) Mastery
Test v1*

- A. Fundamental Business Innovation Change
- B. Fundamental Business Policy Change
- C. Fundamental Business Strategy Change
- D. Fundamental Business Insurance

Answer: B

QUESTION: 27

Which of these items is NOT an important insurance long-term driver, as cited in IBM's Insurance 2020 study?

- A. Informed Consumers
- B. Virtualization of the Value Chain
- C. Dynamic Products
- D. Infrastructure Efficiency

Answer: D

QUESTION: 28

What is one area of product expertise that has made some insurers innovators in the insurance industry?

- A. Incorporation of customer visions
- B. Incorporation of customer habits
- C. Incorporation of customer feedback
- D. Incorporation of customer feedback

Answer: C

QUESTION: 29

What is one priority that insurers focus on when they are working on channel blending?

- A. Managing the customer interface
- B. Managing the customer's interest
- C. Managing the customer's portfolio
- D. Managing the customer's business

Answer: A

QUESTION: 30

What are important considerations for insurers to consider with respect to international business?

- A. Standards and regulations
- B. Profits and gains
- C. Sales and growth
- D. Clients and claims

Answer: A

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